

Radio Script

THE TOMBRAS GROUP

Client: NHTSA

Draft No.: _____ Typed by: _____ Date: _____

Job No.: NHTS-15346

Page: _____ of: _____ PP _____

Description: :30 Radio - Super Bowl

Proofed by: Writer _____ Date: _____ AE _____ Date: _____

Title: Football Fan

Approved by: Client _____ Date: _____ AE _____ Date: _____

SUPER BOWL RADIO

LOUD FOOTBALL SOUNDS IN BACKGROUND-CHEERING-MARCH-
ING BAND.

ANNCR: (VERY HOARSEY, SPORTS FAN VOICE)

Hi, I talk like this cause I'm a football fan. *Hut-hut-hut*. Everyone's excited about Super Bowl Sunday. I know I am. *Whoo!* But take it from one fan to another, do not drive if you've been drinking. Have all the guacamole you want and salty snacks, that's fine. Paint your face colors. That's good, too. Scream at the tv screen til you're hoarse. *Loser! You're goin' down!* But don't drive if you've been drinking. Complete the pass on Super Bowl Sunday. Give your keys to a designated driver. *Whoo!* This message brought to you by the U.S. Department of Transportation.

Radio Script

THE TOMBRAS GROUP

Client: NHTSA

Draft No.: _____ Typed by: _____ Date: _____

Job No.: NHTS-15346

Page: _____ of: _____ PP _____

Description: :30 Radio - Holidays

Proofed by: Writer _____ Date: _____ AE _____ Date: _____

Title: Call From Jail

Approved by: Client _____ Date: _____ AE _____ Date: _____

SFX: TELEPHONE RINGS.

WOMAN: (PICKS UP) Hello?

MAN: Hi, I need to ...

WOMAN: Hey, everyone! Jim's on the phone!

SFX: BACKGROUND LAUGHTER, PARTY CHATTER.

WOMAN: We're all just waiting for you to get here.

MAN: Amber, I'm in jail.

WOMAN: (LAUGHING) Hey, everyone! Jim's in jail!

SFX: BACKGROUND LAUGHTER, CHATTER.

WOMAN: (SARCASTIC) *Doin' hard time.*

MAN: No, I'm serious. I had a few beers and thought I could drive. (LUMP IN THROAT, VOICE ABOUT TO CRACK, SOUNDING SAD/PATHETIC) But, uh, you know, Happy Holidays.

ANNCR: A call from jail is not the surprise your friends are hoping for this holiday season. If you catch a buzz, catch a ride. This message brought to you by the U.S. Department of Transportation.